

**SYSTEM AND METHOD FOR INTERACTIVE FUNDRAISING
OVER A WIDE-AREA NETWORK**

ABSTRACT

5 A system and method for on-line, interactive fundraising over a wide-area
network is provided. The method includes hosting an organization's website
including a plurality of hyperlinked web pages, displaying one or more virtual
plaque web pages honoring donors, providing one or more donation and payment
option web pages, the options selectable by a donor, and modifying or otherwise
10 updating virtual plaques on the virtual plaque web pages when a donation is
made. The method further includes creating a personalized donation page for the
donor. The method further includes e-mailing the virtual plaques or the links
thereto to potential donors, thereby spreading the message regarding the cause and
increasing the likelihood of contribution from additional donors. The method
15 further includes editing and modifying the virtual plaque. The virtual plaque can
be static or a scrolling plaque. The method additionally includes generating
reports with information, such as total amount raised, number of donors, average
amount of donations, deductions for tax purposes, etc,

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